



NATIONAL EDUCATIONAL SECRETARY



FEBRUARY, 1955

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NATIONAL EDUCATIONAL SECRETARY

The National Association of Educational Secretaries

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Mrs. Elberta Macgregor

3015 East 75th Street, Seattle 5, Washington

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the PRESIDENT'S MESSAGE

In our democracy it is the custom for the National President, at the beginning of the year, to report on the State of the Union and make recommendations for the continued growth and improved welfare of the citizens. Let us do likewise!

Your national professional association is a dynamic and growing concern—thanks to the enthusiastic work of each member, committee, and officer:


- Publication projects are proceeding on schedule. The Handbook publication will be off the press and ready for release at the annual convention this July, in Chicago. The Executive Board, after considering member and affiliated group suggestions, has voted that the next publication shall be in the area of public relations—and the chairman of that publication committee has been appointed.
- In-service training programs continue to offer opportunities for stimulation and growth. Each member will soon receive the announcement on the Regional Conference programs and the brochures outlining the programs of the three Institutes scheduled for this summer.
- Contacts with educational administrators, suggested often by secretaries, are being made. Advisory committees from the AASA are working with the Publications Committee and the Standards Committee. In January a special letter, addressed to administrators—which gave information on membership in our NAES, on Regional Conferences and Institutes, and on FILE IT RIGHT—was sent to 25,000 administrators.
- The investment of monies received from life membership dues continues. Your association owns now a \$1,000 U. S. Treasury Bond and a \$750 bond.
- New local and state associations are being organized.

So that we may continue to grow in wisdom and stature—as individuals on our respective jobs and as a professional association—your president recommends:

- Unhesitating, continuous, and complete cooperation between local and state associations and the National Association. With an attitude of "all for one and one for all" our goals of service, efficiency, and status will be achieved.
- A tireless search for information, techniques, and skills which will improve our services and contributions to education.
- Affirmative action on the part of each and every member to get additional members into the Association.
- Continuation, so far as budget will permit, of the publicity program for educational secretaries who have not heard of the Association and for administrators.
- An expanded schedule of Regional Conferences and Institutes so that more persons might take advantage of the in-service training programs.
- Wider participation in committee work so that more can be accomplished more quickly—the simple application of "many hands make light work."

This message would not be complete without my personal expression of gratitude for the assistance, advice, and support being given to me as we move along in our work this year. Thanks, NANCYS.

MARTHA S. LUCK.



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THE EDITORS' PAGE

In the afterglow of the old year there is warmth and cheer and hope in the holiday season messages. As we re-read them some paint childhood scenes or recall friends of yesteryear; others are a neighborly good wish or a new friend's greeting. Some wing their way from foreign countries bringing season's greetings in many languages.

In the glow that remains when the old year has gone, we take stock of assets. Paramount are the hard working Nancys who have through the last twenty years put in innumerable hours without pay or praise that the National Association of Educational Secretaries become a thriving, growing, dynamic organization. Personalities of individuals merge as the results of group planning and acting are seen in the form of publications, a code of ethics, the national magazine, or the institutes that are welcomed in the universities and colleges of the nation. Yet the imprint of each individual is indelibly written on the pages of the Association history if she has influenced one fellow worker to join her professional organization and thereby taken a step toward professional standards.

In this afterglow we look ahead, facing squarely 1955 and seeing a school year with "half yet to come" rather than "half gone." Dr. Edward L. Kramer suggests that we face each day "with our apples up"—apples are the cheek bones that are "up" when the face is smiling or laughing. The complaining taxpayer, the irritated coworker, the typewriter that won't write correctly, are all cared for quickly and easily by the smiling secretary. Read "Personality and Laughter" by Dr. Kramer and think about what he has to say. Then read the article again.

Dorothy L. Littleton is junior past editor of this magazine. She has the enviable ability to paint word pictures; too, she knows Chicagoland. Dorothy

carries a full time school secretarial job and then works four evenings each week as secretary in one of the large commercial high schools. If you had not planned to do so, after reading her "Chicago Welcomes You," you will be putting aside money for the trip to Chicago, July 4-8.

As we look at 1955 in the afterglow of the bright holiday season, we breathe a prayer of thankfulness for chance which caused us to be living in the United States instead of a war torn country. We may take the privileges of life here for granted until we see the United States through the eyes of one who has had tours of foreign duty. Turn to "My Country, After Thirty Months' Absence" and travel with Major Briggs as she docks in Seattle and trains, flies, and motors across the wide United States.

Then in a meditative mood, we ask ourselves, "What rewards do I look for in my work?" Miss Lynn Straub, former school secretary and now Assistant Professor of Business at San Diego State College, has given some refreshing and thought-provoking answers in her article entitled "Why Are You Working?"

January and February can be viewed as a period of bleak dark days of snow, rain, or ice when it is unpleasant to get out of doors. They can be months for a joyous retreat from goings and comings when the books that have been pushed aside may be read, when a magazine article can be written, when the income tax report can be worked out, or when time can be taken to listen to a special television program while history is in the making. Or, how long has it been since you have had time to become acquainted with yourself?

Yes, we can grow in the afterglow.

Your editors,
Marie and Marie

ABOUT OUR AUTHORS

DR. EDWARD L. KRAMER is founder of the Kimball Foundation of Human Engineering and also inventor of the Thank-U-Grams which are yellow forms, similar to telegrams, used to mail out words of appreciation and gratitude. They are sent, often unsigned, to friends or strangers—anyone who has done something admirable. "A word of thanks, Bob, for your patience the other day when I was so upset." "... Your chicken pie was delicious last Sunday, Mrs. Peters." Dr. Kramer found that going out of the way to look for good actually reversed usual thought patterns.

Dr. Kramer now devotes his entire time to lecturing and writing. His courses in Synchronanitics, a system of human engineering, are available on tape recordings or in personal lectures. He recently completed a six-week lecture tour of the West Coast. At present he is working on *I Give You the Keys and Formula for Genius* which should be released early this spring. His book *Pathways to Power* is in the fourth edition.

A teacher of English and music in Missouri's public schools for several years prior to Pearl Harbor, **ANNA LEE BRIGGS** enlisted in the Women's Army Auxilliary Corps in July 1943. Two years later she returned to Officer Candidate School and was commissioned. She acted as WAC Squadron Commander and later as base classification officer before she applied for and was sent to Europe.

Challenging assignments were given her there, and after she received a regular commission in the United States Air Force, she was assigned as Information and Education Officer when the University of Maryland extended their campus to the army posts and air force bases in Germany, France, and England. During her 42 months in Germany, the now Major Briggs traveled to Sweden, Denmark, England, Scotland, Ireland, France, Greece, Egypt, Italy, Turkey, and Spain.

Back to the United States for a brief period and then a tour of duty in Japan where she was assigned as Information and Education Officer at an air base near Tokyo where the University of California conducted off campus classes. While stationed there she took vacation trips to Nikko shrines, Hokkaido, Kyoto, and Hong Kong.

Major Briggs, now commander of the WAF Squadron at Lowry Air Force Base, is happily exploring some of the United States by way of her new car. Your editors believe you will enjoy looking at ourselves with Miss Briggs after months of absence.

DOROTHY L. LITTLETON is presently the Treasurer and custodian of accounts at the William Howard Taft High School in the N.W. corner of Chicago. It is a city area with a suburban atmosphere where flowers were plentiful, in season, and the songs of larks and other birds are more prominent than traffic sounds. There are very few places in Chicago where this condition is noticeable. Miss Littleton is well known to most of our members as she is a former editor of this magazine and has attended several conventions and work-shops in years past. She believes in the benefits of participation in these activities and looks forward to seeing a large number of the school secretaries in Chicago for the meeting this summer.

LURA LYNN STRAUB is Assistant Professor of Business, San Diego State College, San Diego, California. She writes from the experience gained through teaching in high school, teaching WAVES during World War II, school secretary, and college teaching. Her graduate degree was earned at Indiana University, Bloomington, Indiana. She has written for many business and education magazines.

Miss Straub is a staunch supporter of her advice to "Go the extra mile." She has energy, laughter, enthusiasm—and she gets things done! The editors hope she will write again for us when she will have more than 24 hours to get in a manuscript.

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PERSONALITY AND LAUGHTER

by

DR. EDWARD L. KRAMER,
Author of *Pathways to Power*
Kimball Foundation of Human Engineering
St. Louis, Missouri

Polarity through thinking and laughter. One of the most important ways to put the THINKER into its proper place is that of laughter. For in laughter the face assumes a certain muscular position that serves this purpose well. In laughing and broadly smiling the cheeks and upper lip are much raised, the nose appears to be shortened, and the upper teeth are commonly exposed. My friend, that means **YOU'VE GOT YOUR APPLES UP!**

In the book I have just completed with Dr. Sidis, the great educator, called *Formula for Genius* the value of laughter and fun as a medium for the release of the Inner-Mind is used in all the studies. When geography, mathematics, history, and the like are fun, they are easy. Did you ever notice how much energy one will spend in a game of tennis in fun? More energy, perhaps, that he would use in a week at his desk in drudgery, to be sure.

More errors are made solemnly than in fun. The rubs of family life come in moments of intense seriousness rather than in moments of lightheartedness.

W. K. Chesterton once said, "A characteristic of great saints is their power of levity. Angels can fly because they take themselves so lightly. One settles down to a sort of selfish seriousness. A man falls into a brown study; he reaches up at a blue sky."

The "apples up" position of your face will be a constant release of personality-power factors that will not only keep you at your high-point, but will keep your intuition wide

open so that it can deliver to you, spontaneously, that which you need for your greater good. Down pressure at the mouth and brows closes that faculty and may induce depression. It conveys that feeling to those about you, too, and soon they begin to avoid you. You are forever sending out of your broadcasting station feeling impulses that convey messages of joy, satisfaction, and fulfillment—or depression, delay, and decadence. This broadcasting station is your personality. Your "apples up" position sets the dials of your personality. You regulate your feeling through your action.

The "apples up" expression is the magnet that attracts to it that which it gives. You are drawn to the pleasant, the promising, and the personable, just as leaves turn to the light.

Let's face it—our prime motive in all things is the attainment of satisfaction and joy. Not only does it motivate you, but every living being on earth.

Our ability to deliver the equality of joy and satisfaction in the world we move in determines our success or our failure. But, we cannot deliver what we do not have. Where there is no wherewithal there can be no withdrawal. To deliver the feeling of satisfaction and joy we must have it within ourselves—way down deep in our very being. It must be in the spring of your step, the tilt of your head, the motion of your body, the rhythm of your walk, in the glow of your countenance, in the stars in your eyes.

Thus, you see that in order to experi-



ence the feeling of joy, the very thought of joy, and the assumption of joy in the physical posture, manner, and expression bring the two points of polarization into fusion. And the result desired is attained. Let your voice and hands join in the symphony and let even your ears and your toes contribute to the swelling harmonies. And keep it with you always . . . Do not treat it like a cloak to be put on for occasions. . . . It is never genuine that way—and it is just as strange to you as it is to the other fellow.

Glow! that's it, glow! Put up cards on your mirror, under your desk glass, in your wallet, anywhere—everywhere—you gotta glow! Let it read, "You gotta glow!" And as you know—when you gotta glow—you gotta glow!

Dr. Sidis, in his book *The Psychology of Laughter* makes these observations: "Laughter is the release of reserve energy." "Laughter comes out of abundance, not out of economy." The Psalmist sings, "Weeping walks he who draws the burden, but he comes with singing who carries the sheaves."

Energy and laughter go together. You can induce the presence of that energy-factor, the vital factor of your being, through maintaining your "apples up" position. It prevents strain and tension. It gives grace, light and warmth to you, an inner freedom of ethereal energy radiating from the depth of your spirit. We let go the heavy earnestness and seriousness born of fear of the future. We are free from the limitations and harassing hindrances of the external world. The monotony of humdrum routine is left behind. We become captains of our soul!

Laughter arises from the sense of freedom of mental activities. We can sponsor that sense of freedom by the "apples up" position. Laughter arises from the consciousness of superiority. We can alert ourselves to that superiority by glowing!

To develop this faculty of glowing so necessary to successful living, the Synchronantic procedure is quite simple. The execution of it may not be so easy because of the habit-patterns to which you may have been subject. The usual habit-pattern has been not to glow or laugh when there has been nothing to laugh at. Now, the basic purpose of Synchronantics is to make you the Prime Mover in all that comprises your experience. It is, therefore, necessary to develop the GLOW faculty from within

your being—not because there is something to glow at—or anybody causes it—but for the sheer feeling of glow itself. Yes, you glow, morning, noon, and night! You are the Source of Glow. You are the Cause, the Prime Mover. So you glow at the walls, you glow at the urchin, you glow at the prince, you glow at the dishes, the paper, the pen. *You glow at*—you are the Sun—you shine whether there's anyone to shine on or not—your nature is to glow—like the flower in the desert you give off your fragrance whether or not there's anyone around to smell it! You are the center and circumference of your own being! Head man of your own show!

Light and glow are the same. Light is heat, and heat is power or energy. Recently I gave a lecture at Fordham University on Synchronantics. It was aired over their own Radio Station. There is where the late Dr. James J. Walsh, Medical Director of Fordham University's School of Sociology, found that "while laughter produces the most direct and immediate effect on the lungs, it has almost an equally direct effect on the other important organ of the chest—the heart." In reporting his findings he told just how it happens. "As the diaphragm is raised and lowered in laughter it stimulates the heart."

The Educational Committee of the Illinois State Medical Society found that virtually every important organ of the human body as well as the glands and the entire nervous system are profoundly and almost instantaneously influenced by laughter. Continued their spokesman, "Laughter is a healer of the body and the mind"—and concluded that "if people would laugh more, they would actually laugh off many of their minor mental and physical ills." And I may add, that all major mental and physical ills begin with minor ones.

Dr. Fink, the renowned psychiatrist, finds that the easier it is to make a patient laugh, the easier it is to cure him, and "my most stubborn and hard-to-cure cases are persons who have never learned to laugh, and who rarely see the funny side of anything."

Says the good doctor, "He who laughs, lasts." Of course, if laughter could be ordered by prescription, doctors would prescribe many laughs every day. And pharmacists would do a thriving business dispensing bottles marked "Shake well before amusing."

Dr. Walsh of Fordham would ask his patients to attend comedies, read funny stories, comics (the funny kind, not the

blood-and-thunder variety) with the "anything-for-a-laugh" idea back of it. So—you're good for laughter, and laughter is good for you—so for goodness' sake—keep your "apples up"!

Your ability to ingratiate yourself with people, influence their behavior and their decisions, depends on your personality glow, a personality that has the feeling of satisfaction and well-being to deliver. What you have to sell, or what you have to say, actually has little relative importance to the power-feel of the personality that projects it. And that may not be as it ought to be—but that's the way it is. We are not here to reform or rearrange the powers that be—we are here to learn to use them.

Pete Lance is a Hollywood producer, pianist, and composer. He became interested in Synchronanitics. He 'phoned me for an appointment one day while I was lecturing in the area. We agreed on ten o'clock the next day after a brief conversation. Fifteen minutes later he called back. "As I was talking with you," he said, "you made the statement of keeping your 'apples up' to listen to the intuition, and a song came to me, words and all. I've captured it here on paper. It is perfect for your TV Show—'Your Lucky Break.' May I come and get you, bring you to my studio, and sing and play it for you?" "Now?" I said. "Yes, now. I'll come right down to your hotel." His exhilaration was infectious. I agreed. It took him about half an hour to come in from North Hollywood, and in another half hour he was playing the song for me.—Here it is:

"Keep your 'apples up,' friends
Don't let down at the ends.
Take your place in the sun—today—
You know, you make yourself become
what you want to be
The way you feel is your personality.
Synchronize the action to the feeling desired—
So lift the ends, and keep your 'apples up,' my friends."

Subsequently, he copyrighted it, registered it with ASCAP for Radio and TV and made a recording of it which he mailed me in St. Louis. It was a good

illustration of the "apples up" inspiration.

When you awaken, greet yourself with "it's time to light up—and illuminate my world! I must rise and shine, and express the dynamic radiance of my being! Wherever I glow, I must leave an afterglow! Today I travel the glory road. My torch is lit so that it will illumine my way. The rays from that light shall fall on whomever may come within its luminous luster. I shall stay light and stay bright and enlighten everyone with the sparkle of my being. I shall keep the stars in my eyes!" Now, take a few deep, deep breaths—stretch high, wide, and handsome—begin your glowing! Glow with your eyes, your voice, your cheeks, your stance! You light your own way!

Try this experiment in polarization. Go to the mirror. Begin to fashion the fellow in that mirror that you want to be. Think of the phrase "You gotta glow." Roll it around in your thought a bit. Roll it into every cranny of your mind. Now begin to imagine everything you can about glowing. Now begin to paint your imaginings on your face. Think of all the glorious things that can possibly come to you. Think of glowing for twenty feet in every direction around you! Now frame the word glory. Make the "o" round and full. Now as you form the word let the feeling of the word spread all over your face. Let your mouth express it in full! Let your eyes express it! See if you can get the feeling from the bottom of your toes to the top of your head. Let it lift you, lift you, lift you! You are polarizing the wonderful ideas of glowing with the action of glowing and as you close the circuit between thinking and acting you will begin to feel the glory of glowing. Now say the word again. And again. And again. You are experiencing the dynamics of polarization. You have not generated this glory, you have merely released it. You have merely opened it up and let it come out. Now as you keep the circuit closed this feeling will become so thoroughly a part of you that your glow will be felt around you by everyone with whom you come in contact. You have opened the treasure house of your soul.



by
Miss Dorothy L. Littleton, Secretary
Taft High School
Chicago, Illinois

Chicago is a big city with many doors and no matter by which entrance you come in you will find a big, warm heart that welcomes you. Not all of our doors open onto our best scenery, but be assured that wonderful scenery awaits you by the time you have reached the convention site. We are a very cosmopolitan community and offer all of the usual urban conditions along with our unusual cultural advantages. The summer season will be far advanced by the time you arrive and you will find Chicago a real resort city with all sorts of out-of-door activities that range from swimming, sailing and golfing to Summer Theatre.

The lake front with its miles and miles of boulevards is always a favorite sight with visitors from inland states and it is the route to many famous places such as the Ba'hai Temple and the Evanston campus of Northwestern University at the far north end; the famous Edge-

water Beach Hotel not so far north and then Lincoln Park with so many interesting sights and bathing beaches and golf courses just about the center of the north side. Going south from our headquarters you will find treats for the eye and the intellect, too. The new Prudential Life Insurance Building rising over the Illinois Central Railroad tracks at Randolph Street is the latest addition to our famous skyline. The modern underground parking garage at the same location is one of those automatic, electric marvels that we are proud to show off to our guests.

Everyone who knows Chicago by pictures will be pleased to see that the Buckingham Fountain which is one of the beauty spots along the lake shore drive is really as beautiful as we say it is, especially at night when all of the colors of the rainbow play through the spray that reaches up so high. Just

south of it is the Grant Park band shell where the evening concerts offer a blending of soft lake zephyrs, moonlight, music and the colors of the Buckingham Fountain all in one package. Sometimes the roar of a huge strato-liner coming across the lake to our international airport interferes with this ideal combination, but it is for only a moment, and it adds to our 20th century awareness.

The airport is not as beautiful as some of the newer ones over the world, but it has seen service for a long, long time and is the central station for several global routes. It is a very busy place and a United States port where customs officials welcome (or reject) visitors from everywhere in the world. If you are not arriving in our city by air you would find it interesting to take time to see this teeming community with the big planes of all types, coming in and taking off in a constant parade. The "Cloud Room" restaurant on the upper deck has big picture windows that look out onto the field and offer a constant and ever changing view of trans-world and trans-American air craft. About half way between the airport and the heart of Chicago's business and hotel area, which we call "the Loop," is Chinatown with many interesting shops, restaurants and temples.

Many visitors look puzzled when we mention "the Loop" so let's explain that right now. When the elevated railroad was constructed to carry workers into the business district, and avoid traffic snarls and snow and flooded conditions at ground level, it was designed to reach as many blocks as possible within a given area, bounded on the north by Lake Street, west by Wells Street, south by Van Buren Street and east by Wabash Avenue. Trains of cars from the south side went north above Wabash Avenue, turned west on Lake Street and then swung back to the south side again. The north side trains entered the same district on the west, above Wells Street, turned east on Van Buren Street and then north again on Wabash Avenue. So both trains really looped-a-loop, on their routine visits to and from the busy center of markets, offices, hotels and merchants that we call "the Loop." The "L" is still a busy branch of the Chicago transportation system but the subway carries a large share of the traffic in recent years. There is also a branch of the "L" that goes to the west side of Chicago, and circles around the same "Loop" downtown.

We have three directions in Chicago, north, south and west. The east side is Lake Michigan and it extends to the horizon like a vast sea. No one can get lost because our streets are mostly straight with the compass and the numbering system is based on eight blocks to the mile. The few diagonals or "short-cuts" are well marked and serve a very definite purpose in the traffic scheme. There are no circles so you can't meet yourself coming back to your point of departure. This is a prairie with no hills or mountains to serve as landmarks, but we have plenty of skyscrapers to serve the same purpose. Before you have completed your first evening in Chicago you will know the famous white porcelain building beside the Michigan Avenue bridge, where the Wrigley Company has had headquarters for several decades. And you are sure to hear the old "gag" that the building must come down soon because "it is gumming up the river."

You will also note and long remember the old Water Tower that withstood the famous Chicago fire and has been preserved as one of the landmarks of the early city. A couple of blocks north of it stands the Palmolive Building, with its huge Lindbergh beacon sweeping the skies in a complete circle every three or four minutes.

The outer drive along the lake front has other enticements too. The Museum of Natural Science, made famous by Marshall Field and Stanley Field, stands almost across the boulevard at 12th street and is a most imposing edifice of white marble and limestone. It houses marvelous collections of everything covered by the subjects of wild-life, anthropology, archeology and history of the world. Nearby is the big Aquarium that attracts so many thousands of visitors each year. On a peninsula extending east into the lake is the Adler Planetarium where lectures and photographs as well as the huge Zeiss projector make a new understanding of our Universe seem a necessary part of a good education. A visit to this fascinating and modern source of knowledge will be one of the high spots in your memories of Chicago.

Just south of the Museum of Natural Science stands the imposing amphitheatre known as "Soldier's Field" which offers music festivals, circuses, football games and many other forms of entertainment for crowds of eighty to one hundred thousand spectators.

The drive along the lake continues south to another famous museum, where the latest as well as the oldest ideas of SCIENCE and INDUSTRY are on dis-

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play. This is such a unique institution that long caravans of buses line up there every day with school children of the Chicagoland area who come to learn their scientific facts by demonstration and concrete evidence. Continuing south through a series of beautiful parks and drives you will see the University of Chicago and International House; the famous Taft statutory group called TIME, and then the steel mills of South Chicago and Gary.

Whether you have special interests in industry, recreation, churches, educational institutions or modern architecture, we are sure to have something that will appeal to your personal requirements of "worthwhile" experiences in Chicago.

We have a wide "green-belt" of parks and forest preserves all about us and numerous golf courses and picnic areas. Chicago, a big throbbing city set in a countrified frame, offers a constant change of scenery in every direction. If you like music or drama under the stars, or amusement parks with roller-coasters or lake trips by moonlight, we can offer them all. We also have all kinds of weather and temperature, so if we do not have the brand you prefer when you arrive, just wait a few minutes and we'll demonstrate another kind. We like variety and change and we aim to please everybody, sometime. So, come prepared to vibrate in all categories of the atomic scale and be assured that Chicago Welcomes You.

MY COUNTRY, AFTER THIRTY MONTHS' ABSENCE

by

Major Anna Lee Briggs,
Lowry Air Base, Colorado

(Mary Carroll Lawrence, my big sister in college—and no one ever had a better one—asked me to write an article for you while I was in Japan. I failed to get the pen in hand. Of course, I visited her in her new home on my return and chatted about Japan as well as about how the States look to one absent thirty months. At her request I give you these reactions as well as some reflections of my country on my return in 1951 after forty-two months in Germany.)

Since I docked in Seattle, I did my first window shopping in that city. I could read all the signs on streets and buildings! Though Tokyo has several big department stores with elaborate window displays, some patterned after Western styles and ideas including blond manikins, there wasn't in Tokyo the wealth of goods to be seen in Seattle. The people on Seattle streets were so well dressed, the automobiles so chrome and vari-colored. I looked in vain for three-wheelers and bicycles. Do we Americans appreciate our good fortune at being born and living in a land of plenty?

After taking the train to Missouri, I saw again the wide open spaces of our western states. The broad expanse of desert, prairie, and Kansas wheat fields led me to philosophize that Americans should naturally have broader vision because we have more room. Our homes have such big unfenced yards. As on the east coast after returning from Germany, I thought again how Americans would naturally be broader in their thinking than Europeans and be good neighbors since our homes have great lawns open on the street. In Europe homes are behind walls or fences, locked tight at night. In Japan where living space is so limited, there is no room for yards. I believe our roomy country

gives us more room for our thoughts.

But, too, I saw in America homes not pleasing to the eye, not so much because of poverty as from lack of taste in design and plan. I noticed from the train a shabby house that had a TV antennae on its roof and a big car parked in front. But because I had found Japanese to be such lovers of beauty, all having studied flower arranging, garden making, all enjoying the beauty of nature, particularly taking a vacation just to see the cherry blossoms, I wondered if American schools slighted art appreciation. At least I found many Americans very limited in their knowledge of good music, good painting, and not possessing a sense and feeling for beauty. Both Japanese and European schools feel this study of beauty is as important for good living as is the study of mathematics.

Along this same line is my reaction to stateside radio and television programs. Our military overseas are provided with Armed Forces Network which, since it is government sponsored, carries no commercials. The choice of programs is good. Before I crossed the Pacific, I had heard praise of soap and drinks sung all too often. On my return I find this practice has spread to automobiles and about everything else. In Japan I watched sumo wrestlers on their TV and the indigenous pageants and festivals, interesting in small doses to learn

of their country. In my own country I felt that the overdose of wrestling and the twenty-year-old poor movies seemed to indicate that our scientific advance in being able to transmit programs was too often not matched by our ability to build good programs. I wonder if our precious freedom would be lessened if commercials would be limited by law. I wonder if expansion of art appreciation in our schools wouldn't improve TV programs.





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I spoke earlier how our shops and markets awed me with their variety and abundance. Yet I was as awed by waste, particularly of paper. If only the big Sunday papers could be salvaged. I am very conscious of the big spruce that has been felled for our paper supply. Will our descendants have enough? Before I left I had seen beer in cans. No soda pop in cans. Oh, oh, the waste of metal! I am unusual and amaze the clerk by insisting that I want no paper bag for purchases already in a box.

In Europe as well as in Japan, American military must have a locked gas cap on their private automobiles. With my new car this wasn't necessary here, but I forgot where I was and wondered why the gas attendant didn't take my keys when I handed them to him on buying gas in Denver.

Yes, I think several people have thought I have been as lost as Rip Van Winkle. I have been amazed at high prices. Gone are the five cent phone calls and coffee. I did keep quiet about prices of flowers as I bought a Thanksgiving bouquet. I talked about Japanese flower arranging and the clerk said most customers who had been in Japan said, "We

could get a dozen bouquets for the price of one here." That is true, but I hadn't said it that time.

My last reaction may not be due to the fact that I have been overseas, but as I work with military records of the young airmen now in service, I am sorry to see so many that have not completed high school. The service does offer opportunity for these boys to complete their education with off-duty classes and in many cases after a bit of time in service, they see their mistake in quitting school and earn a diploma. However, I wish schools, community leaders, and parents could help our youth be more serious students and help more of them complete high school.

Once years ago when I had caught a flight from California to Kansas and rode in the nose of the B-25, over mountains, Death Valley, and the Great Salt Lake, viewing from 10,000 feet the rock formations, the salt crested waves, I remarked that no student fully knew geography until he had the view from that altitude. I still feel the view from a plane gives new understanding. Too, I feel that Americans see our country in new focus after foreign tour.

WHY ARE YOU WORKING?

By LURA LYNN STRAUB

Assistant Professor of Business
San Diego State College
San Diego, California

Are you one of those individuals who is content to go along in the same old groove, doing the same old things day in and day out without any plan or idea of change? If so, this Arabic Proverb might offer food for thought: "There are three classes of people in the world; the first learn from their own experiences—these are wise; the second learn from the experience of others—these are happy; the third learn neither from their own experience nor the experience of others—these are fools."

Are you wise? Are you happy? Or are you . . . ?

Why are people content to go along week after week, month after month in the same old groove? Why do people resist change? Perhaps the following ideas explain why it is sometimes easier to go along in the same old pattern than to venture forth into the unknown.

Complacency—the feeling that all's right with the world is a comfortable feeling. Why change things when everything seems to be going along peacefully and happily. Then, too, change frequently involves more work as this little poem from the *Saturday Evening Post* explains—

At meetings of clubs by effort of will,
I always contrive to keep perfectly still,
For it takes but a word of annoyance or pity
And wham! There I am, on another committee!

Habit—both a blessing and a curse. Habit is as comfortable as an old pair of shoes, a something we take for granted and an ease that we enjoy. At the same time, habit destroys initiative.

Criticism—all changes imply criticism. A change may not always be for

the better, but it does indicate that one has been critical of the present procedure. And how are we to know if a change will be for the better unless we try it?

Insecurity—when a method is changed, the reaction of the workers involved is "how will it affect me?" We are all more or less jealous of our jobs and fearful lest we lose the feeling of security our job holds.

One of the best little articles currently popular is "The Best Advice I Ever Had" by Bruce Barton (editor, advertising man, Congressman, and best-selling author) which appears in the January, 1955, issue of *Reader's Digest*. The theme is that of the "second mile." Are you content to put in only your eight hours of work a day? Or are you interested in giving to your job just a little more than it actually calls for? Are you willing to go that extra mile? Are you willing to give just the little bit extra that will give you a glow of satisfaction and pride in a job well done?

Are you a square peg in a round hole? Do you feel that you are miscast in your present position? Do you yearn to be free of ties and duties and responsibilities? Or do you like the work you are doing? Yours is indeed a gratifying job. There is nothing more interesting than working with and for young people. There is no work that will keep you younger in mind and spirit and actions than that work which brings you into daily contact with boys and girls of varying ages. But, your job is what you make it. The satisfactions you gain from it are a reflection of the way you react to your responsibilities and the thought that you give your job. If you are willing to go that "extra mile" the rewards will be many and varied.

Thank You, School Secretaries!

FOR your many friendly courtesies to our representatives during the past year we at Ginn and Company are most grateful.

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Just why are you working? What are the incentives most important to you and to other office workers? A recent survey representing 350 workers was publicized in the *Office Executive* for January, 1954. In order of importance, the ten incentives were:

1. Steady work
2. Comfortable working conditions
3. Good working companions
4. Good supervision
5. Opportunity for advancement
6. Good pay
7. Opportunity to use own ideas
8. Opportunity to learn the job
9. Good hours
10. Easy work

Other studies, too, have borne out the fact that office workers are more interested in steady employment and in good working conditions than they are in salary. Workers seem to feel that security is the most important of all.

Frequently it behooves all of us to stop long enough in our daily duties to take stock of ourselves, our job, and our relation to it. Are we giving full measure, are we working because we like it, and are we willing to give or to go that "extra mile?"



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**PROFESSIONAL
STANDARDS
QUESTIONNAIRE**

NATIONAL ASSOCIATION OF EDUCATIONAL SECRETARIES

PROFESSIONAL STANDARDS QUESTIONNAIRE

NOTICE—Do not read this unless you have worked as an educational secretary for five years or more, OR unless you are really interested in the establishment of Professional Standards for the educational secretary!

Tear out this page, fill out questionnaire, and mail to Mrs. Corinne Messenger, Chairman, School Board Office, North Little Rock, Ark.

If you have worked as an educational secretary for five years or more, you know what type of training you should have had previous to your beginning this work which would have made you capable and efficient at the beginning of your job, or soon thereafter.

Your National Committee on Professional Standards would like for you to express your thoughts on this subject in your own words or by filling out this questionnaire. You will then return it to the chairman of the committee.

This committee hopes that, with your help, it will be in a position to offer for consideration and adoption at the Convention in Chicago next summer, "Professional Standards for Educational Secretaries as Recommended by the National Association of Educational Secretaries."

Please answer as completely and accurately as possible:

1. How long have you worked as an educational secretary? (Secretary, in this questionnaire, will include any school office work) _____
2. What types of work have you done in your school employment? Answer by giving length of time in each. Secretary in elementary schools _____;

secondary schools _____; Office of superintendent or other school
administrator besides principals' offices _____; college offices _____
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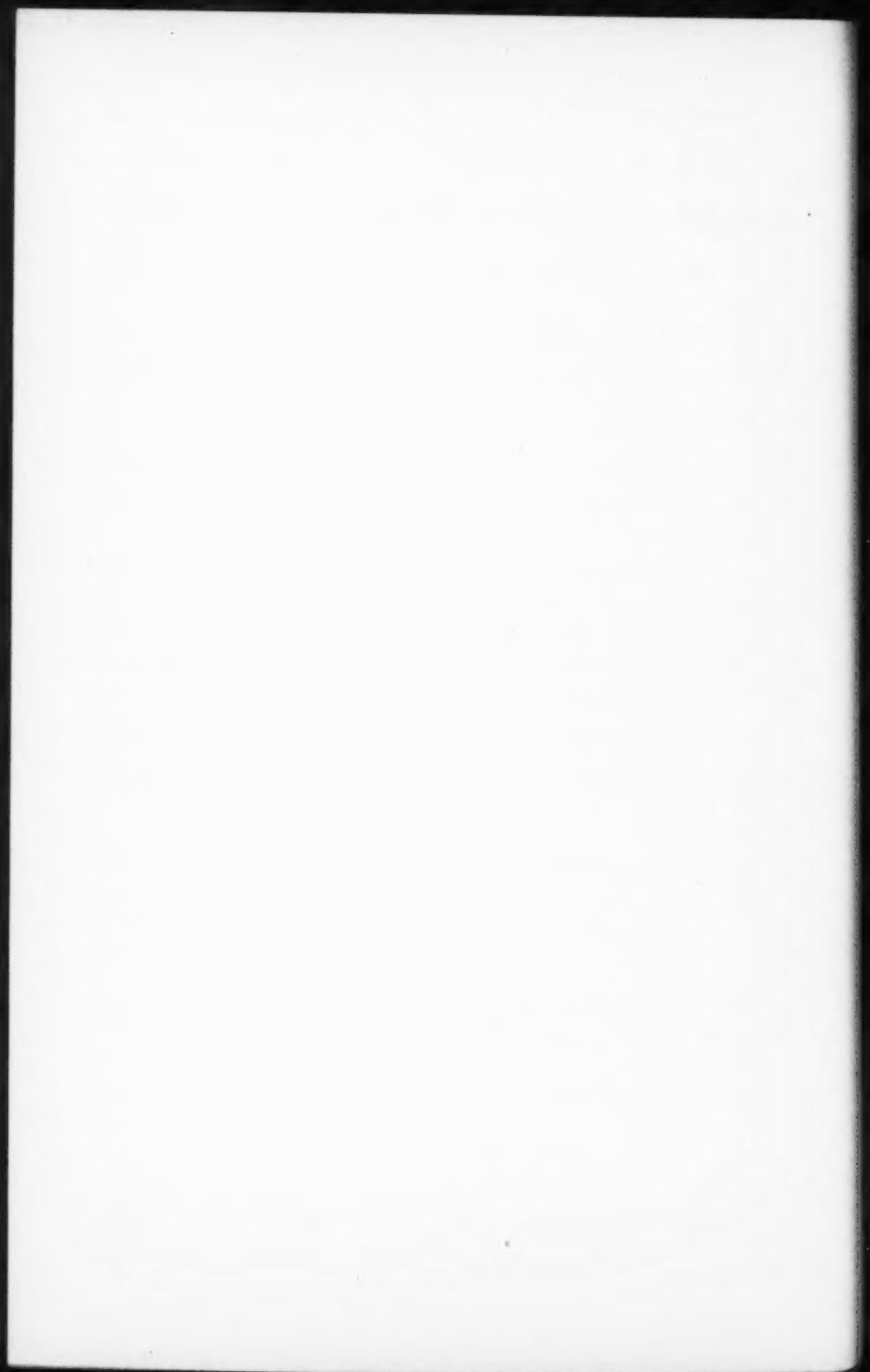
3. What is your present position? _____
4. Have you worked in any of the above positions where you are, or were, the
only clerk or secretary? _____ How long? _____
5. Do you think you should have had any special training for this work before
beginning it? _____; what kind? _____

How much? _____

6. If you were leaving your place and were asked to select someone to fill it who
could do so with a minimum amount of assistance, what qualifications would
you require or recommend? Education: High School only; _____;
High School and Commercial _____; college or University training
with selected courses _____.
- Experience: commercial firms _____ How much _____
school offices _____ How much _____
- Other _____

7. List six subjects which you think would be of special value to include in a
college course for the educational secretary. (addition to comm. work)
- _____
- _____

8. Would you approve a probationary period for beginning secretaries? For six
months? _____ One year? _____



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Miss June Roberts, 7837 Natural Bridge, St. Louis 21
- NEBRASKA:** *Lincoln Public Schools Clerical Ass'n.
Mrs. Verle M. Morris, 3215 Touzalin Ave., Lincoln
- NEW HAMPSHIRE:** New Hampshire Ass'n. of Educ. Secretaries
Miss Grace C. Johnston, Office, Supt. of Schools, Berlin
- NEW JERSEY:** New Jersey Ass'n. of School Secretaries
Miss Lydia P. Bernhardt, High School, Point Pleasant Beach
Passaic Ass'n. of School Secretaries
Mrs. Filomena Mecca, 29 Bowes Place, Passaic
- NEW MEXICO:** New Mexico Ass'n. of School Secretaries
Miss Anna E. Schiemenz, 2518 Third, N.W., Albuquerque
- NEW YORK:** New York Ass'n. of Educ. Secretaries
Miss Isabel M. Paddock, 105 Main St., Warwick
Office Staff Ass'n. of Great Neck Public Schools
Mrs. Alice T. Lofblad, Phipps Adm. Bldg., Great Neck
- OHIO:** Dept. of School System Secretaries, Ohio Ass'n. of Pub. School Employees
Mrs. Hertha M. Newell, 4194 Wooster Rd., Cleveland 26
*Akron Ass'n. of School Secretaries
Mrs. Margrete P. Schifano, 1928 Gaynard Rd., Akron 13

***Toledo Chapter of Public School Secretaries**

Mrs. Gladys Byrn, Supt. Office, Bd. of Educ., Toledo 2
Miami Valley Chapter

Miss Rhea Marshall, 232 No. Main St., Dayton 2

***School Secretaries Ass'n. of Warren**

Miss Alberta Sutula, 705 Kenmore Ave., S.E., Warren

***Ass'n. of Cleveland Public School Secretaries**

Miss Florence P. Keplinger, South High School, Cleveland

OREGON: Oregon Ass'n. of Educ. Secretaries

Miss Charlotte Parr, 275 E. 7th Ave., Eugene

Eugene Ass'n. of Educ. Secretaries

Mrs. Winnie Bolinger, 3820 Barger Drive, Eugene

PENNSYLVANIA: Pennsylvania State Ass'n. of Educ. Secretaries

Mrs. Helen Jayne Hudson, 64 Hodgson Ave., Pittsburgh 5

***Washington County Educ. Secretaries Ass'n.**

Mrs. Sarah M. Porcaro, 319 N. Main St., Houston

***School Secretaries of New Castle**

Miss Dorothy Depp, 1313 Huron Ave., New Castle

Pittsburgh Ass'n. of Educ. Secretaries

Miss Betty Totaro, 1222 Heron Ave., Pittsburgh 19

Educ. Secretaries Ass'n. of Philadelphia

Mrs. Sue Ringenary, 228 E. Queen Lane, Philadelphia 44

TEXAS: Texas Educ. Secretaries Ass'n.

Mrs. Newell Burke, Drawer Z, Freeport

***Amarillo Ass'n. of Educ. Secretaries**

Mrs. Alta Moore, 2402 Sanborn, Amarillo

Coastal Educ. Secretaries Ass'n.

Mrs. Helen Bechtel, 1801 Trenton Drive., Corpus Christi

Dallas Negro Educ. Secretaries Ass'n.

Mrs. Johnnie Buchanan, 1607 Stoneman, Dallas

Dallas Educ. Secretaries Ass'n.

Mrs. Elizabeth Howe, 831 Thomasson Drive, Dallas
Fort Worth Ass'n.

Miss Sadie Leach, 4733 Winthrop W., Fort Worth

Houston Administrative Educ. Secretaries

Miss Alice Lagucki, 1300 Capitol Ave., Houston

Secretaries Ass'n. of Houston White Schools

Mrs. Eulalie Gillespie, 1506 Crocker, Houston

San Antonio Educ. Secretaries

Mrs. Preble Taylor, 107 Shadwell Dr., San Antonio 1

UTAH: Utah Ass'n. of Educ. Secretaries

Mrs. Norma G. Stimpson, 2351 Grant Ave., Ogden

Salt Lake City Ass'n. of Educ. Secretaries

Mrs. Frances F. Brooks, 904 Diestel Rd., Salt Lake City

VERMONT: Vermont Ass'n. of Educ. Secretaries

Mrs. Harriet Anderson, Prospect Street, Essex Junction

VIRGINIA: Virginia Ass'n. of Educ. Secretaries

Mrs. Lucile Garrison, 313 S. Boundard St., Williamsburg

Richmond Ass'n. of Educ. Secretaries

Mrs. Lillian Elliott, 4031 Monticello St., Richmond

WASHINGTON: Seattle Ass'n. of School Secretaries

Mrs. Ruth Brattstrom, A & S Center, 815 4th Ave., N., Seattle 9

***Shoreline Office Employees Ass'n.**

Mrs. Bertinel O. Ferrington, 13035 30th NE., Seattle 55

WISCONSIN: Wisconsin Ass'n. of Educ. Secretaries

Mrs. Anne Vaughn, 306 S. Main St., Delavan

***Wauwatosa School Secretaries Ass'n.**

Mrs. Evelyn Drago, 2535 N. 73rd St., Wauwatosa 13

Milwaukee School Secretaries Ass'n.

Miss Mary Martinetto, Recreation Dept., 1111 N. 10th St., Milwaukee

LISTENING IN

NORTH CENTRAL REGION

(North Central Region includes: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, North Dakota, South Dakota, and Wisconsin.)



Mrs. Virginia C. Moore, Reporter
Thomas Carr Howe High School
4900 Julian Avenue, Indianapolis 7,
Indiana

ILLINOIS

News taken from the June 1954 issue of *Kitty-Koy-O-Gram* informs us that the Board of Directors of the Illinois Education Association voted to recognize the Illinois Association of Educational Secretaries as a Section of the IEA for 2 years. "The advantages of IEA membership include eligibility to attend meetings of high educational value, subscription to one of the topnotch magazines in the educational field, improved status with teachers in your own and in all other systems, benefit of work done by IEA Research Staff, and availability of legislative aid." Congratulations to IAES as they gain another step toward professional progress!

The theme of the fall conference held in Chicago was, "Accentuate the Positive, Eliminate the Negative" and in keeping with the theme Mr. Richard Gerfen, Assistant Professor in Business Writing at Northwestern University, used "The Power of Positive Writing" as his topic at the conference banquet. Mr. Gerfen explained that letters should: "(1) build the reader's prestige; (2) get across the message; (3) spare the reader's temper; and (4) save the reader's time." The speaker emphasized many other important factors such as "getting to the point" in the first paragraph, not writing a lengthy and wordy letter but consider more "how the letter is written" in that it is "written simply and clearly" which involves familiar words and good sentence structure.

After the banquet Melba Wixom, a teacher in the Waukegan Township High School spoke to the group about her wonderful experiences with school secretaries in Europe. Mrs. Wixom found

that the British school secretaries had associations such as ours, their salaries are quite a bit lower than ours and that often they obtain their jobs through Civil Service examinations similar to state or city exams and through advertisements in educational and professional journals, and their duties are much like ours here in the United States.

On Saturday morning Helen K. Ryan, representative of the IEA and in the name of the teachers and school administrators of the State of Illinois, extended a special greeting of welcome to the IAES membership. Her speech was highlighted by an explanation of what the IEA does and what it should mean to educational secretaries. A panel discussion with the topic, "The Positive Approach to Professional Standards" with Martha Luck as moderator and panelists J. W. Eater and Mary P. Endres, superintendents, Daniel R. Lang, Dean of the Evening Divisions at Northwestern, and Joan Balsavich Halm, Vera Johnson, and Virginia Riley, school secretaries, who expressed their thoughts as to what are the basic standards for educational secretaries. Some of the standards expressed by the panelists were: knowledge of basic skills and office techniques, sense of organization and timing of specific routines, knowledge of school philosophy and objectives, knowledge of child development, ability to get along with people, and to give credit to others when credit is due.

At a later session on Saturday afternoon Dr. Frank L. Endicott, Professor of Education at Northwestern University and President of the Board of Education of the Evanston Elementary Schools, used as his topic, "What Can We Learn From Those Who Criticize

Our Schools?" He pointed out that schools belong to *all* the people and that critics are people, but the kind of people that have divergent views as to the role of the schools, people that do not understand nor are they informed as to why the present system exists, people that feel that education is costing too much. Dr. Endicott agreed that some of our experiments in education have been mistakes but by making mistakes we grow and become better. He went on to say that, "Our critics have helped us realize that we want our children to know about a lot of philosophies; they have helped us see the danger in taking sides in a political issue; they have helped us realize it is not the business of the school to draw a particular view. When our American public is informed about what and why we are doing, the public will join in favor of our school systems and will enhance the chances of our children to grow up in a sound educational system."

The IAES is now preparing a filing manual which is to be distributed to all educational secretaries in the state.

INDIANA

The annual meeting of the Indiana Association of Educational Secretaries was held at the Lincoln Hotel in Indianapolis on October 21st beginning with a business meeting at 9:30 A. M. and luncheon with Dr. Anthony Mariancio, Superintendent of the Mexico, Missouri, schools as guest speaker. 1954-55 officers were elected at this meeting: president, Mrs. Mary Ellen Dettweiler, Elkhart; vice-president, Mrs. Mary J. Head, Bloomington; secretary-treasurer, Miss Mary Marley, Indianapolis.

Indianapolis-Marion County Association of Educational Secretaries

Officers for the 1954-55 year are President, Mrs. Virginia C. Moore, Thomas Carr Howe High School; vice president, Mrs. Helen M. Cloud, Technical High School; secretary, Mrs. Josephine Wolf, Broad Ripple High School; and treasurer, Miss Betty Ruffin, Business Office. At the first meeting in October the girls at Broad Ripple High School prepared and served the dinner to fifty members. Following the business meeting a demonstration, "The Art of Make-Up," was presented by Mrs. Mildred Parrish of the Merle Norman Cosmetic Studio.

IOWA

The annual meeting of the Iowa Association of Educational Secretaries was held on November 6th at the Hotel Savory in Des Moines. "File It Right"

filmstrips were shown and demonstrations of the A. B. Dick's Azograph, Royal Electric Typewriter and the Northwestern Bell Telephone Company recorded the girls telephone voices and then played them back. The telephone company also presented a film. Officers for the coming year are: President, Vivian Pines, Waterloo; Vice President, Virginia Dueben, Des Moines; Secretary, Lee Ostrom, Red Oak; Treasurer, Elsie Christensen, Waterloo.

MICHIGAN

The Michigan Association of Educational Secretaries is a department of the Michigan Education Association. They are working closely with the Field Representative in developing programs for educational secretaries on a regional basis as set up for members of the MEA.



**"Down East" Chowder
is Downright Good!**

DID you know that "chowder" means *kettle* in French? Yes or no, New England clam chowder smacks of old-time Down East cook stoves and kettles where this classic "brew" originated.

Today, Sexton New England style Clam Chowder—faithful to the original recipe—is made in the gleaming kettles of Sexton's Sunshine Kitchens.

Better food stores have it—better lunch counters and restaurants serve it.



John Sexton & Co., Sexton Square, Chicago, Ill.

They feel that their connection with this state group will help in their efforts to improve their professional status and to create interest in new localities. Plans are being made for the MAES annual convention in Port Huron on April 22 to 24.

Secretaries' Association of the Battle Creek Public Schools

Newly elected officers of SABCPs are: Miss Rena Yunt, President; Mrs. June Davenport, Vice-president; Mrs. Flossie Masculine, Recording Secretary; Mrs. Jeanette Fletcher, Treasurer; Mrs. Jeanette Judin, Corresponding Secretary.

Each year the SABCPs collects donations from members and gives a Christmas basket to a needy family. The turkey is paid for from association funds.
East Lansing

The Michigan State College Business Women's Club has been organized this fall with the object "To promote a better understanding between the administration and clerical staff; to incite and create friendly relations in clerical staff; and to elevate the standard of clerical work through educational endeavors." The officers are: president, Betty Rideout; vice president, Arlene King; secretary, Frances Martelli; treasurer, Barbara Croy Judge.

Mary Maree Coyle is editor of the News, a newsletter published monthly by and for the Business Women's Club. Mary Maree and the staff are doing an excellent job of printing news, reports, ideas and suggestions.

Oakland Association of Educational Secretaries

Each spring the OAES have a Bosses Banquet and plans are now being made. Oakland's officers are: Barbara Roberts, President; Thelma Viola, Vice-president; Anna Marie Piedmore, Secretary; Jeanette Washington, Treasurer.

MINNESOTA

The Fall Conference of the MAES was held on Saturday, October 23, in the Student Union Building at Macalester College, St. Paul. The program began with a business meeting at which Dr. Charles J. Turck, President of Macalester College, welcomed the group and gave a short history of the college. Hazel Shimmin and Marcella Nelson reported on the Oregon Workshop, reports were made by committee chairmen, and other business matters cared for. The new officers were installed by Dorolese H. Wardwell, the President. The officers are: vice-president, Clara Siem; record-

ing secretary, Dorothy Pyckles; corresponding secretary, Helen Stoeckmann; treasurer, Hazel Shimmin; historian, Josephine Opsal; parliamentarian, Rosalie Kollarich. After the meeting adjourned, coffee and cookies were served in the Faculty Women's Lounge where Josephine Opsal and Eleanor McCool presided. Between cookie bites and coffee sipping, the girls inspected a jar of paper clips to guess the number in the jar. The winner received an attractive, blue "Private Secretary" dress with the compliments of Kay Windsor Frocks, Inc. of New York City. Following the coffee break, the girls were taken on a tour of the campus. A noon luncheon was served in the Union and the guest speakers were Mr. Walter Rock, Assistant Director of Secondary Education, St. Paul Schools, who extended the city's greetings, and Dr. J. Huntley Dupre, Dean of Macalester College and Professor of History and Political Science, who spoke on "European Personalities and Policies Today" choosing to discuss women who are leaders and make the wheels go 'round. He kept the girls in high humor with his keen observation of womenfolk and what manipulators of history they can be. Some valuable prizes were awarded and announcement made of the paper clip guessing game. The winner—Leota Winberg of St. Paul Park guessed 4 less than the total number of 639.

WISCONSIN

The annual meeting of the Wisconsin Educational Secretaries Association was held in the Circus Room, Hotel Wisconsin, at 12:30 P. M. on November 5. The guest speaker was Mr. Alva E. Bradley, Director of the Dale Carnegie Course, Business Institute, Milwaukee, who used as his topic, "It Pays To Be Human." He stressed that we should be more aware of the nice qualities of the people around us, and we should be enthusiastic in everything we do. Over 200 secretaries attended this annual meeting.
Milwaukee School Secretaries Association

Officers for 1954-55 year are: president, Mary Martinetto of Recreation Department; vice-president, Agnes Gaynor, Industrial Arts and Home Economics Department; secretary, Eleanor Pischke, Curriculum and Library; treasurer, Carmella Zanon, Boys' Technical High School. Plans are being made to have another series of in-service training course this spring under the direction of Mr. Howard Aker, Supervisor of In-Service Training and Educational Studies.

NORTHEAST REGION

Nancy National, Reporter
c/o Mrs. Mary Carroll Lawrence, Editor
Fayette, Missouri

(Northeast Region: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont)

CONNECTICUT

The first News-Letter of the 1954-55 season of the Connecticut Association of Educational Secretaries was printed in December, carrying greetings from the present and past state presidents as well as a report on the annual meeting held October 29 at the Hotel Statler. At this meeting the following took office: president, Jessie L. French; first vice-president and program chairman, Winifred M. Houson; second vice-president and publicity chairman, Elsie A. Molloy; corresponding secretary, Jean Molgard; recording secretary, Alice F. Cotton; treasurer, Madeline Y. Judd; state membership chairman, Dora L. Stevens.

MARYLAND

The Baltimore City and Baltimore County Associations of Educational Secretaries combined efforts in arranging for a Maryland state wide meeting of secretaries from 22 counties of Maryland, and on October 15 in Baltimore, in spite of Hurricane Hazel, there was excellent attendance. Mrs. Martha S. Luck, President of NAES, was present and spoke on "Educational Secretaryship: Profession or Job?"

Co-chairmen for the luncheon meeting were: Mrs. Sara Cohen, President of Baltimore City Association of Educational Secretaries, and Mrs. Gwen Taylor, President of Baltimore County Association of Educational Secretaries.

NEW JERSEY

Hats off to the New Jersey Association of School Secretaries for their publication of "The School Secretary and Public Relations," a handbook for the school secretary.

Responsibility for the handbook is discovered through their acknowledgments: "The New Jersey Association of School Secretaries is deeply grateful to all people who have had a part in making this handbook possible; to the many administrators who took time from their busy schedules to answer the questionnaires and to their secretaries who answered questionnaires of their own and thus provided the material for this handbook; to Miss Wilma R. Haight of Glen Ridge for providing the illustrations; to

Miss Mary D. Wyrrough of Trenton who designed the cover; to Miss Anna Moore for compiling and editing; and to all who had a part in mimeographing this booklet.

"The Association is especially indebted to Dr. Frederick L. Hipp, Executive Secretary of the New Jersey Education Association, who really supplied the idea and who devoted many hours of time and effort to the project."

After answering the questions of "What do we mean by 'Public Relations'?" and "What part does the school secretary play in Public Relations?", the problems of the school secretary (as obtained from questionnaires) and techniques of handling them are discussed. Next is pictured the characteristics a good school secretary should possess, and finally, the specific things the secretary can do to help the public acquire a better understanding of the schools.

Congratulations to the Association as a group and to each individual who had a part in this publication. It is well done.

The New Jersey Association has also compiled statistics from schools of the state on the educational secretary; i.e., years of experience in school work, training beyond secondary school, the length of her working year, length of vacation with pay, and her 1953-54 salary with anticipated increment for 1954-55. The list is divided into administrative, high school, and elementary school offices, and under each of these classifications, the positions listed by counties.

Is there a committee from the New Jersey Association, or some interested secretary who might be working on an advanced degree, who would work out some summaries and conclusions on these data? What is the median salary? The median increment? What correlation exists between training and salary; years of school experience and salary? There is material here for a master's thesis plus much valuable information for all school secretaries.

PENNSYLVANIA

Corresponding Secretary Mary K. Nickel has reported as follows for the Pennsylvania Association of Educational Secretaries:

The State Association is continuing to seek certification for its members, and is attempting to have a bill passed when the State Legislature meets in January, 1955. We are hoping this bill will lead to our plan for certification being accepted by the State Council of Education.

On October 15, 1954 in connection with the Western Pennsylvania Education Conference, the Secretaries' Institute Section was conducted with a luncheon meeting attended by well over a hundred secretaries from this region. The meeting was addressed by Hon. Anne X. Alpern, Judge of the Common Pleas Court of Allegheny County, who spoke on the subject "Woman's Place in Today's Business and Professional World."

Membership drives are going on throughout the state with gratifying results. President Helen Jayne Hudson is working diligently in her effort to bring together the county girls into working groups, which should certainly strengthen our organization in every respect. During October she travelled to New Castle to attend the Regional Conference of the Mid-Western Convention District, where she spoke on National Association activities. The newest group to form an organization within the state is Dauphin County. This group first met at Institute time in October, and their plan for organization was consummated at a luncheon meeting on December 27 in the Harrisburger Hotel, Harrisburg. Kay Mitchell, state chairman of the Certification Committee, accompanied Helen Jayne to the meeting. Kay gave an interesting talk on Certification to a most enthusiastic audience. Election of officers was held with Fernly Roebuck being chosen the first president. We wish Fernly and her staff the best of everything in the work of the new association. Pennsylvania has seven organized groups now: Pittsburgh, Philadelphia, and five county associations.

Plans are progressing for the May State Meeting which will be held in

Altoona, as well as for attendance at the Regional Conference in Cleveland on April 1-3.

Pittsburgh

A square dance, under the leadership of Jennie Ranli, a teacher at Schenley High School, started off the current school year for the Pittsburgh Association of Educational Secretaries.

Last year's In-Service Training Program met with such success that it is being continued this year.

"Your Career as an Educational Secretary," official publication of the Pittsburgh School Board, was written by a committee from the Pittsburgh Association of Educational Secretaries. As a means of recruiting more applicants for school clerical and secretarial positions, it was suggested at an association meeting last year that such a pamphlet be prepared for distribution among commercial students in the public and private schools of the city. The Pittsburgh Board of Education liked the idea and the material and printed it as an official publication.

Officers for the year are : president, Elizabeth Totaro; vice-president, Betty D. Kieffer; secretary, Martha Frazier; treasurer, Mary Dittmer.

The Philanthropic Committee, under the leadership of Margaret Phillips of Sterrett School, sold plastic Christmas trees for the benefit of the cerebral palsy children at Bedford School. At the Christmas party the Pittsburgh secretaries were happy to present Miss Virginia Perry, teacher of the class, a check for \$108.50.

All Educational Secretaries
1955 Convention
Northwestern University,
Chicago Campus,
July 3 - 4

Institute, same place, July 5 - 8

You will receive special information by mail. Make reservations early as the NEA meets in Chicago at the same time.

NORTHWEST REGION

Mrs. Mildred Clark, Reporter

612 North 63rd Street, Seattle, Washington

(Northwest Region: Idaho, Montana, Oregon, Washington, Wyoming.)

MONTANA

Mrs. Lucille Baker, seven years secretary for the assistant superintendent of schools in charge of elementary education in Billings, has moved to Helena and is employed in the office of the Montana Education Association. She writes, "I think that work in education is wonderful. I had hoped to go to the session at Eugene but couldn't make it on account of the move here and starting to work the first of August." Lucille thinks a Montana state organization would be a good idea.

OREGON

Oregon secretaries have had a busy fall with regional meetings held in Ashland, Portland, Corvallis, and Seaside. These covered all parts of the state and when one considers the distances involved, the attendance was indeed excellent. The programs presented speakers from the Oregon Education Association, the State Department of Education, various superintendents of schools, and members of the secretarial group. FILE IT RIGHT was demonstrated and the filmstrips shown.

The November TRIBAL TOPICS printed the full text of the speech "The Right Arm" given by Leland P. Linn, superintendent of Ashland Public Schools. Also printed was the text of the "Evaluation of Forms" by Mrs. Gloria Jirel, district accountant for Corvallis Public Schools, in a panel discussion on Forms and Reports. Judging from the truly professional and helpful spirit of these two articles, your Northwest reporter knows that these workshops were outstanding in every respect.

A number of the Oregon Secretaries have joined the Oregon Education Association and the National Education Association. This is a healthy indication of the recognition of the need and desire for a professional affiliation by this group.

OREGON TRIBAL TOPICS has received many compliments and requests have been numerous for individual copies and many secretaries over the country have asked to be put on the mailing list.

A regional workshop is planned for January 29, 1955 in the School Administration Building at Salem, Oregon. The state convention will hold a one-day session on March 19, 1955, in Portland, Oregon.

Listen to these topics of addresses given at the Corvallis Regional Workshop: "Secretaryship is Professional," "You and the Public," "Personality—Positive or Negative"! A tip of the hat to these Oregon secretaries . . . they are making history in professional growth for Educational Secretaries in the Northwest.

WASHINGTON

Katherine Moberg, Bellevue, represented the secretaries of this district at the workshop held in Seattle on October 16. A brief business meeting and report on the workshop was held at her home on November 8. The fellowship of the Pot Luck supper and reports opened the way for discussion of affiliation with National.

Mary Johnson and Ann Zempel, Everett, attended the Seattle workshop. Ann assisted with one of the discussion groups held during the morning session.

Foster had five enthusiastic representatives at the all day meeting held in Seattle on October 16. Marilyn Garrett, Marilyn Hawley, Elouise Harter, Winifred Howlette, and Alma Phipps contributed to the discussion sessions with suggestions and sharing of problems. Foster is located in the South Central School District, between Tacoma and Seattle.

Olympia, the State Capitol of Washington, has nine educational secretaries at the present time. Shirley Ackelson, Frances Bartolamay, Margaret Peterson, Louise Thompson, Jean Holloway, Mary Pomery, Harriet Veek, and Miriam Reed journeyed the 60 miles to Seattle for a workshop in October. Count them again! Eight out of nine makes a wonderful percentage, doesn't it?

Shelton, a consolidated school district in Mason County, has an energetic group of school secretaries. They are hoping to meet with others in nearby communities soon and discuss the possibilities for organization. Meanwhile Dorothy Baker, Jean Mallory, and Evelyn Pace attended the fall Workshop in Seattle and participated in all the discussions and reports on the Oregon Conference.

Vashon Island (P. O. Burton). If you have read *Onions in the Stew*, a recent best seller, you will get a glimpse of the location of Vashon Island. With that background you can appreciate this excerpt from a letter from Mabel Bellingham of Vashon, "Being secretary to the superintendent, payroll clerk, voucher clerk, keeper of the clerk's records for the Vashon Island School District and several other little details, there is much to do and I love it! We have two brand new elementary schools on this beautiful island and one high school. There are two school secretaries. Many times I have wished that there was some organization such as this to which I could belong." Note: She joined NAES and attended the Seattle workshop.

Frances Kajita and Lenore Zaro hopped the miles from Walla Walla to Seattle to attend the fall workshop. Frances wrote to Ruth English early in the fall, "Ever since I started working here in the superintendent's office two and a half years ago, I wanted to get in contact with some one who was associated with the NAES. Your letter was the answer to my prayers. After reading your letter carefully, I am convinced that I can gain much by becoming a member of the National Association of Educational Secretaries; therefore, I am sending in my membership blank together with a check."

Port Angeles, way up on the tip of the Olympic Peninsula, the last stop on the very edge of the northwest part of the Northwest, was represented at the Seattle Workshop by Nadine Ferguson, Lynnen Konrad, and Thelma Ringer.

Distance just does not mean a thing when an Educational Secretary looks for inspiration and help.

Auburn

The Auburn School Secretaries have a meeting scheduled for January. The subject of affiliation with National will be presented and Juan Huseby promises that Nancy will surely have more come spring issue of the magazine.

Richland

There is a new organization of school employees at Richland. There are less than 20 secretaries in the group but it is a step forward toward a professional status. Mrs. Bettye Tyghe is president.

Shoreline

School District No. 412 has a professionally minded group of secretaries who have been organized in their own small group for a long time. They have voted to affiliate with NAES, according to Mrs. Berniece Markey, office manager for this district.

Seattle

Newsletter Number 1, Volume 1, made its initial bow to the Seattle Educational Secretaries early in November. Edited by Ruth Brattstrom, Seattle SASS President, and Dorothy Boe, Ruth English, Marion Parker and Esther Parker, the Newsletter was an answer to the need for a cheery way to tie together the approximately 200 secretarial personnel in this district.

Victorine Bouillion, school secretary at John Hay Elementary School, was the author of the song, "Thanks, Girls of Oregon", which was popular at the Eugene Convention.

Convention Reports were the theme of the first dinner meeting for the year held on September 23. Chef Paul Muelett of the Edison Technical School and his apprentice Cooks had prepared a real banquet for the secretaries. It was our first opportunity to see this group of trainee chefs and waitresses at work; the demonstration increased our appreciation of the vocational program of Seattle schools.

The glowing reports of the Oregon Convention could fill many pages but they have been commented upon in the October *National Educational Secretary*. Seattle Secretaries carried home so much inspiration and many good resolutions from Oregon and immediately set up a well planned and successful workshop for all day on October 16. The delegates to the Oregon Convention headed the informal classes based upon the Institute classes. Mr. Wayne Dick, director of adult education for Seattle schools, sparked the morning general session on "Where are you Going?" while Dr. Chester Babcock, director of curriculum and instruction, moderated the symposium on the "United Nations," with Pauline Beldon, Ruth English, and Elberta Macgregor as panel members.

This symposium formed a wonderful background for the meeting on Thursday, November 18, when Mrs. Victor Morris of Eugene was sponsored by Seattle Secretaries in an address "Building a Free World." A silver offering was taken toward the Unesco Gift Coupon Plan. See the October *National Educational Secretary* for one of Mrs. Morris' feature articles.

Ruth English, the indefatigable membership chairman for National, has written 175 letters to potential members in the state, followed by a second letter complete with poem.

Tacoma

The Tacoma Association of Educational Office Employees held its first annual meeting on September 28. Five of the secretaries presented the program by explaining the functions of their departments. This type of program proved successful by filling a real need in the group, judging from the complimentary after-dinner comments.

New officers for the year are: president, Sylvia Towers; vice-president, Gloria Schelp; recording secretary, Mary Ellen Sand; corresponding secretary, Helen Morris; treasurer, Maxine Cissne; and parliamentarian, Ruth Lennon. Alice Stewart, Helen Wilkinson, Ella

Steele, Ruth Hubley, Willis Erickson, and Pat Wolverton are committee chairmen.

Yakima

Sally Buckner reports a meeting of the Yakima secretaries the first of November. Following a fine dinner and social hour Sally reviewed the high lights of the Eugene meeting. The Garfield Elementary School was the scene of their second meeting on December 13 which was a Christmas get-together.

YOUR BOOKSHELF

Pathways to Power by Edward L. Kramer, published by Kimball Foundation, 24 Northcote Drive, St. Louis 17, Missouri.

When you have finished reading the article in this magazine by Dr. Kramer, you will be especially interested in this book. We have been told that it takes 10% inspiration and 90% perspiration to succeed. Mr. Kramer tells us it is just the reverse "90% inspiration and 10% perspiration, is closer to the truth." And then he proves it to you.

Dr. Harold Scheidt of Cincinnati describes this book as "The best book I have ever read."

Mr. Kramer is working now on *I Give You the Keys* and *Formula for Genius*, to be off the press early this spring. Watch your bookstores.

INVITING ALL SECRETARIES TO TEXAS

Tesa Texas would like to see you next June 20-24 at our Work Conference for educational secretaries at the University of Texas in Austin. Sponsors are The University of Texas, National Association of Educational Secretaries, Texas Association of School Administrators, and Texas Educational Secretaries. Registrants will be housed and classes will be held in air-conditioned Driskill Hotel (that means something in hot old Texas, you know).

This work conference has been announced by Nancy, of course, and we are to send out detailed brochures soon. If you are interested in having one, write Fannie Billings, 2711 Fairmount, Dallas, Texas. Won't you plan to be with us?

SOUTH CENTRAL REGION

(South Central Region: Arkansas, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, Texas)



Miss Bernice Johnston, Reporter

Herculaneum, Missouri

LOUISIANA

New Orleans

Programs of three meetings of the New Orleans Public School Educational Secretaries Association reveal that the Louisiana secretaries are extremely active and that professional advancement in the educational secretarial field is being accomplished. Meetings are obviously well planned to inform the Association membership of important work being carried on in all phases of education and, at the same time, to interest new members in joining the Association. Isabell E. Carter is the very enthusiastic and capable President.

Devotions are given a special place at the beginning of each meeting of the New Orleans Public School Educational Secretaries Association.

The FILE IT RIGHT film was shown at a meeting held on October 12 at the Valena C. Jones School. A representative from the Louisiana Education Association spoke to the group. Information concerning affiliation with Nancy National was presented by Verlia Lawson. Six newly-appointed secretaries from schools in New Orleans were introduced.

Officers for the 1954-55 year were announced: Isabell E. Carter, President; Verlia Lawson, Vice President; Ruth LeBeau, Secretary; Essie Bryant, Treasurer; Thelma R. Collier, R. Marshall, Publicity.

Anna Whitehead, supervisor of Census and Child Accounting in the New Orleans Public Schools, was guest at the November 9 meeting held in the YWCA. Questions and an interesting discussion followed Miss Whitehead's address.

Two important questionnaires were read and discussed: 1) from the National Committee on *Standards*; 2) from the

Orleans Parish School Board. Special committees were appointed to work on these questionnaires.

A fine devotion from "As a Man Thinketh" opened a meeting at the YWCA on November 30:

"Law, not confusion, is the dominating principle in the universe; justice, not injustice, is the soul and substance of life; and righteousness, not corruption, is the moulding and moving force in the spiritual government of the world. This being so, man has but to right himself to find that the universe is right, and during the process of putting himself right, he will find that as he alters his thoughts toward things and other people, things and other people will alter toward him."

MISSOURI

"Set Your Sights on Kansas City" was the invitation given to all members of the Missouri Association of Educational Secretaries to attend the Fifteenth Annual Convention held in Kansas City, Missouri, on November 5-7. That Kansas City is truly the Convention City is proved each alternate year when the educational secretaries there are hostesses to secretaries in all Missouri schools. The 1954 Convention was true to form: the invitation was appealing; the welcome was royal; the program was inspirational!

The Convention Committee deserves much commendation for the success of the Fifteenth Annual Convention. Hours of planning, organization, and hard work were evidenced by every activity and meeting. Personnel of the Committee was: Helen Swank and Bessie Ploesser, Co-chairmen; Rachel Bougher, Laura Nicholson, Kathryn Kierns, Mary Ransdell, Ruth Thompson, and Ann Cervello.

Colonel Fred J. Marston, Dean of Kemper Military Academy in Boonville, Missouri, gave the address at the annual convention dinner held in the Aztec Room of the Hotel President on Friday evening, November 5. In Colonel Marston's extremely interesting and clever talk—the Kansas City girls promised it would be “unique”—he took the secretaries through a typical “day at the office,” emphasizing the importance of the secretary's role in the total education program, particularly in the field of public relations. As he pictured the typical working day of the educational secretary, Colonel Marston personalized the activities by naming the school, the town, and the county after three of Missouri's Very Important Persons—the Ella Mae Flippen High School, in the town of Swank, in the County of Davis!

“Show-Me-Sue's Techniques of Self-Improvement” was the topic of the Saturday morning discussion. Of greatest interest was the expert advice on personal grooming given by Salle Bradt, fashion coordinator for Woolf Brothers Store in Kansas City.

A brunch in the Aztec Room preceded Saturday's business meeting. President Myldred J. Crain capably conducted the business. A Workshop was planned to be held at the Central Missouri State College in Warrensburg in March.

Holiday House was the scene of a Hawaiian party Saturday night, November 6. A delicious fried chicken dinner was served family style. On each chair hung a bright-colored lei which immediately became a part of each secretary's costume! An attractive young professional dancer from Independence, Missouri, entertained the group with hula dancing.

An informal breakfast in the Coffee Shop of the President Hotel on Sunday morning ended the Convention. “Set Your Sights on Kansas City” had proved an appealing invitation and excellent advice.

Hannibal-Quincy Area

The Educational Secretaries from Hannibal, Missouri, and Quincy, Illinois, and surrounding areas met at the Becky Thatcher Cafe in Hannibal on Saturday, October 30 with a luncheon at 1:30 p. m. There was an interesting program on flower arrangement. A business meeting followed at which time officers for the year were elected: Georgia A. Davis of Hannibal, President; Mrs. Emma Jo Wilson of Paris, Missouri, Vice-President;

Mrs. Mildred Bagley of Quincy, Illinois, Secretary-Treasurer.

St. Louis County

The St. Louis County Association of Educational Secretaries celebrated Thanksgiving early, but with grateful thanks. Monday, November 22, fifty-seven secretaries and six guests sat down to a real Thanksgiving dinner in the spacious cafeteria of the new Clayton High School, I Mark Twain Circle. An arrangement of vegetables, fruits and nuts substituted for the usual floral decoration. One was reminded of the Pilgrims who began the American tradition of giving and who did not need a football game to mark Thanksgiving day!

The Statesmen Quartet entertained delightfully after dinner with “Kentucky Babe,” “Sweetheart of Sigma Chi” and their theme song, “The Whiffenpoof Song.” Such harmony should go beyond music.

Dr. O. Walter Wagner, executive secretary of the Metropolitan Church Federation, “took us” in his Noah's Ark to visit our five Far East neighbors. Even with the honey bees, the rabbits, and the milk goats, our flying trip was comfortable! But, as Dr. Wagner told of our neighbors in this modern apartment-world, we began to wonder if we truly appreciated our many blessings. He told of destroyed Korea, of overpopulated and underfed Japan, of democratic Okinawa, of slave and reformed Philippines, and of miserable Hong Kong. His closing words are well remembered: Freedom, Commitment, and World-Concern.

Secretaries representing twelve public school districts, the County Superintendent's office, and the St. Louis County District Teachers Association, were guided by Principal Carl Burris around the new campus-type Clayton High School. This high school offers not only educational opportunities in the most modern of classrooms, but opportunities for two basketball games in one gymnasium at the same time, a dramatic presentation in the Little Theater, and an organ recital in the auditorium.

The most popular question asked was, “What's the rent?” as the secretaries left with a feeling of reluctance the modern, beautifully furnished home in the Home Management Building.

Mrs. Jean Fritsche, secretary to Superintendent Ward Barnes of the Normandy Public Schools in St. Louis

County, Missouri, has been appointed Editor of the MISSOURI SCHOOL SECRETARY by Mrs. Myldred J. Crain, president of the Missouri Association of Educational Secretaries.

Mrs. Fritsche succeeds Bernice Johnston of Herculaneum, Missouri, who now receives news items for the NATIONAL EDUCATIONAL SECRETARY from the

South Central Region (states listed above).

Helen Lischer, formerly secretary in the senior high school at the University City Public Schools, resigned November 15 to join the Lutheran Community Center in St. Louis as a full-time worker there. Previously, Helen did volunteer work at the center.

SOUTHEAST REGION

(Southeast Region: Alabama, Florida, Georgia, Kentucky, Mississippi, North and South Carolina, Tennessee, Virginia, West Virginia.)



Mrs. Beulah Tucker Jones, Reporter

3856 Fauquier Avenue, Richmond, Virginia

This business of Listening In brings a challenge and stirs real esthusiasm! Untried experiences often bring new friendships and unexpected thrills. The unsought may be fascinating if one is willing to experiment. A venture may turn into adventure. Martha Luck says that even a bit of pioneering is in order. It would be rewarding to open unexplored territory in the southeastern states,—to help them discover new horizons as they organize into groups, begin to grow, and as they become acquainted with Nancy National. Come ahead, Southeasterners! Let's hear from Georgia, Kentucky, South Carolina, Tennessee, and West Virginia. In this issue news from Alabama, Florida, Mississippi, North Carolina, and Virginia is interesting reading.

ALABAMA

Virginia Gregory, president of School Office Personnel of the Alabama Education Association, sends good news from her state, which is divided into eight districts and during the fall a meeting was planned for each district. If the meeting held by District V on December 3, was a typical sample of the work done in

Alabama, that state is warmly congratulated.

Meeting at the Shades Valley High School at Homewood and beginning at 6 o'clock with a social hour, a "Feast at the Smorgasbord" followed. The program featured such topics as: "The President Speaks," "You and Social Security," "Your Public Relations," "Let Everyone Sing," or "Report on Course of Study in Letter Writing."

According to the President's letter, the attendance was good (about 120) and the program greatly enjoyed by all.

Good going, Alabama!

FLORIDA

Spring meetings seem to be the order of the day in the sunny South. The news from the Florida Association of Educational Secretaries forecasts a gala time for the 1955 annual meeting to be held on March 17-19 in Tampa. This meeting will be held in connection with the annual convention of the Florida Education Association of which the Secretaries' Association is a member. Sally Milner from Georgia (Suh!) has been invited to speak. Mrs. Alma Barney, co-chairman of the meeting with Mrs. Alene

H. Love, president of FAES, expects an attendance of 150. Hillsborough County Association will be hostesses.

The Florida Association has a membership of 175 and next year plans as a project to develop a mailing list which will cover the entire state. This sounds as if the girls mean business. The present officers are: Mrs. Alene H. Love, President; Mrs. Evelyn Cluster, Vice-president; Mrs. Hilda Sperry, Corresponding Secretary; Mrs. Louise Lucas, Treasurer; Mrs. Celia Bordeau, Recording Secretary.

Dade County

Among the associations pioneering in the work of organizing the educational secretaries for work and fun is the Dade County Association of Educational Secretaries. This group first met in November of 1938. Their first president, Mrs. Louise Warren, now registrar at Miami Senior High School, no doubt deserves an Oscar! The Association has grown until there are now 94 paid memberships. The officers are: president, Mrs. Margaret Hinds, Auburndale Elementary School; vice-president, Mrs. Lela Furches, Kensington Park Elementary School; secretary, Miss Margaret Ring, Miami Beach High School; treasurer, Mrs. Elva Clemons, Miami Park Elementary School.

A feature of the continuing life of this organization is the custom of holding three meetings each school year. Another feature is an annual social get-together which is set aside for good times only. Margaret Hinds, President, writes that the Association is now looking forward to the 1955 social event, planned for a date near Valentine's Day.

We shall want to hear more from the sunny state of Florida!

Hillsborough County

The Hillsborough County Association of Educational Secretaries is reported to be the strong arm of the FAES and is active socially as well as professionally. At a Conference, held November 5, it is interesting to note that the luncheon for the occasion was given by the courtesy of the Business Machines and School Supply Companies of Tampa. The door prizes were given by the courtesy of other business concerns of the city. (An idea, girls!) The excellent program for the day included the following features: "The Role of the Secretary," Miss Eucleda Threlkeld, Coordinator of Business Education, State Department of Education, Tallahassee; "The Letter Speaks," Miss Robbie Wooten, Head Secretarial Science Department, University of

Tampa; "It Must be Somewhere," film on filing; "What FEA Means to Educational Secretaries," Miss Mary Etta Crum, Florida Education Association.

In addition to this a Thanksgiving luncheon was held on November 20 and a Christmas party on December 13. The president says that gifts were exchanged at the latter party, carols sung and games played. A good time was had by all! Perhaps the Hillsborough Association believes in the motto, "All work and no play makes Jack a dull boy," and that is a reason why they have almost achieved the goal of 100% membership in the county.

Plans are now being made for a joint meeting with the Pinellas County Secretaries in February. (Wonder why we can't have a report from the Pinellas County Association also?)

The officers of the Hillsborough County Association are: Mrs. Alene Love, President; Mrs. Bernice Whitman, Vice-president; Mrs. Alma Barney, Recording Secretary; Mrs. Lillian Hett, Treasurer; Mrs. Lucile Davis, Corresponding Secretary.

MISSISSIPPI

Were it possible to publish the entire contents of MAGNOLIA MISS, official mouthpiece of the Mississippi Association of Educational Secretaries, it would be interesting and inspirational reading. Here are a few highlights:

Begin now to plan to attend the Chicago Convention and Institute in July. Attendance at a national convention and institute is an unforgettable experience. Let's make our motto: "Go, Go, Go to Chicago!"

Ten Commandments for a Perfect Boss

1. Thou shalt take a course in penmanship.
2. Thou shalt not invade the sanctity of the secretary's files.
3. Thou shalt not mumble while dictating.
4. Thou shalt not chew thy pencils, expecting the secretary to keep them sharp.
5. Thou shalt not commence to dictate after 4:00 p. m.
6. Thou shalt remember that thy secretary is human and therefore not expect the impossible.
7. Thou shalt keep sacred the coffee hour.
8. Thou shalt not bear false witness against thy secretary for thine own error.

9. Thou shalt not covet thy secretary's stapler or letter opener.
10. Honor thy wonderful, intelligent, indefatigable, indispensable, and irreplaceable secretary with a raise and a day off!

Mrs. Martha Luck, National President, will be the speaker at the spring meeting of the MAES on March 17. She will give a featured talk at the luncheon to which bosses are to be invited. At a sectional meeting of the secretaries in the afternoon, she will have as her subject "Tips on Leadership." Following the second meeting a short business session will be held to hear the report of the nominating committee, Birdie Smith, Chairman. The present officers are: Ruby Thompson, President; Jeannette Westbrook, Vice-president; Jayne Tillman, Secretary and Treasurer.

From the Editorial Column: "Holding On"

"Shall we look around and see if we have let go some of our most priceless possessions? Maybe during this holiday period would be a good time to determine to get a new grip on them, holding fast to them faithfully and joyously . . ."

NORTH CAROLINA

Big plans are in the making for the state meeting of the NCAES to be held at Winston-Salem on March 18 and 19 with the Robert E. Lee Hotel as headquarters. The schedule for the meeting speaks eloquently of the type of work that is being done down in the old North State:

- March 18: 1. Tour of historical points of interest in Winston-Salem
 2. Short business session
 3. Film from National, "File It Right."
 4. Share an Idea Session
 5. Banquet

March 19: Candlelight Breakfast

1. Speaker
2. Business
3. Installation of New Officers

Perhaps one secret of the good work being done by the NCAES is their method of delegating leadership throughout the state. The district pattern is followed with this excellent division and set-up:

North Central District: Mr. Rudolph Ofcharick, Raleigh.

Northeastern District, Miss Mary Ella Cooper, Elizabeth City.

Southeastern District, Mrs. Hazel Harrelson, Lumberton.

South Piedmont District, Mrs. Ger-
 Northwestern District, Mrs. Louise Miller, Miss Hazel Frady, Lexington.

Western District, Mrs. Helen McKinney, Asheville.

The present officers of the Association, which is a department of the NCEA, are: president, Mrs. Isabelle W. Sawyer, Elizabeth City; vice-president, Mrs. Hazel S. Harrelson, Whiteville; treasurer, Miss Ella Pinkston, Salisbury; corresponding secretary, Miss Lula Burrell, Tyron; recording secretary, Miss Lois Cockrell, Statesville; parliamentarian, Miss Ruth Charles, Salisbury.

Isabelle Sawyer says: "We would just love to have any other educational secretaries attend our annual meeting." Thank you, Isabelle, we wish we could be with you.

VIRGINIA

Many people down Virginia way think the VAES is on the march. There are reasons!

In April the Association's first Institute was held at Longwood College with an enrollment of more than fifty girls. It was an outstanding success!

An official publication has been circulated for the first time this year, THE SECRETARY'S NEWSLETTER, stimulating interest among the members and fostering coherence among a widely scattered group.

The 1954 annual meeting, held always at VEA time in October, was a highlight. In the opinion of many it was the best meeting yet. Here's why!

At a fellowship breakfast at the John Marshall Hotel at 8:00 a. m. the girls happily "broke ice" for the day. At 9:00 a. m. they left the hotel by bus for Colonial Williamsburg. (The bus ride was fun, too!) Arriving at Williamsburg at 10:30, the party toured the lovely city under the guidance of official hostesses. In the atmosphere of leisurely charm, and under a perfect October sky, a real emphasis was put into the theme for the meeting, "Adventures in Understanding."

After a delicious luncheon, Mrs. David G. R. Holmes, Hostess for Colonial Williamsburg, talked on "Your Virginia." The business meeting followed at which time there was election of officers: Mrs. Lucile Garrison, President;

Miss May Jo Craig, Vice President; Mrs. Irene Osbourne, Treasurer; Miss Frances Brillhart, Recording Secretary; Mrs. Rose Keyser, Corresponding Secretary.

A beautiful gavel was presented by the association to the incoming president. It was described as "a symbol of group endeavor—the pooling of ideas and ideals into an organization which we are willing to stand for and by."

A scrapbook, giving the story of the association's growth since its organization in 1937, was presented also with the idea that it would become the permanent historical record of the VAES.

Another Institute was enthusiastically planned at Longwood College for April 15-17, 1955. The meeting closed on a high note as Mrs. Garrison, the new President, took office. The Association looks forward to the best year *ever*!

Fairfax

The Fairfax Association of Educational Secretaries is the baby association in Virginia. May the following record of achievement encourage those who are considering the *if* and *how* and *why* of organization.

The President of the Fairfax Education Association, when approached in behalf of the secretaries, informed the girls that he could do nothing for the secretaries as individuals; however, he assured them that as an *organized* group, they would be welcomed as a part of the Fairfax Education Association. Organization of the FAES followed in May, 1954.

At the Sleepy Hollow Elementary School in October, 21 members attended a third meeting and elected officers: Mrs. Mary Dye, President; Mrs. Mary Pringle, Vice-President; Mrs. Ruth Stevens, Secretary-Treasurer. The members volunteered for committee chairmanships! In November at the first executive meeting, Mrs. Viola Dillon, advisor to the group from the Elementary Principals Association, was present. The Diary of the FAES makes this comment: "With the Elementary Principals Association behind us as a pillar of strength and guidance, we shall reach the goals we have set up."

At the December meeting a good attendance was registered. Membership had increased. Standards for the Association were presented and a copy forwarded to the Director of Personnel of the Fairfax County School Board and to the Fairfax Principals Association.

Richmond

Twenty-four secretaries from the Richmond Public Schools and from the State Department of Education in Richmond attended the annual meeting of the VAES held in historic Williamsburg on October 29. As an expression of his interest in the work of the Association, Mr. H. I. Willett, Superintendent of the Richmond Schools, presented each secretary who is a member of the RAES and in attendance at the meeting, an honorarium which partly paid the expense of the day. This gesture of encouragement to the secretaries from their Superintendent came as a reassuring surprise.

The Richmond Association, bulwark of the VAES, was organized 11 years before the state association in 1937, and it has been the guiding hand at the helm of the Virginia State Association. However, there have been many fine people throughout the state who have done yeoman service. Richmond, therefore, is watching with a particular interest and enthusiasm the growth of local organizations through the state. Recently, the work that has gone into the State Association during succeeding years has begun to flower, as evidenced by the four new local organizations. Another sign is the increased interest in institutes. As a part of the In Service training program in Richmond, school officials have discussed the possible attendance of secretaries at the Institute in April at Longwood College in Farmville.

Among the values which accrue from any experience which one shares with others is the rewarding fellowship. Recently, a description of fellowship was given by the Reverend John Havea from the Friendly Islands in the South Pacific. Mr. Havea is personal chaplain to Queen Salote whom Americans will remember as the monarch who, by her friendliness and good nature, won the hearts of the British at Queen Elizabeth's coronation. His people, just two generations ago, were cannibalistic. They are now almost one hundred percent Christian and this description comes from them: "To the mellow and waiting wood one brings the lighted torch. As the wood and fire unite and burn, there is given forth something—a glow which warms and cheers. This is fellowship."

As contacts have been made, there has come forth something which did not previously exist. Friendship has radiated even from the printed page. One is convinced afresh that educational secretaries are fine folk—a good bunch to know.

SOUTHWEST REGION

(Southwest Region: Arizona, California, Colorado, Nevada, New Mexico, Utah)



Mrs. Roberta Warner, Reporter
650 South Prince Avenue
Littleton, Colorado

This is the time of the year when we can walk away from all past mistakes, forget them, and say, "now I can start all over again. Now I will do it better this year." And we should. But let's look back once more at 1954 and see if we can pick up some ideas from our fellow-secretaries in other areas.

COLORADO

The girls in Colorado have had a busy and fruitful year. Their fall meeting, a one-day conference in Denver, was well-attended and successful. One hundred and twenty-five girls came to the meeting and luncheon. Tables were decorated with a football theme, with miniature shakers and school pennants at each place. The program was a repeat of 1954's regional conference skit, "A Panel on Standards," with Colorado secretaries and administrators as actors.

Letha Walters, of the Colorado Education Association offices, was installed as president. Rowena Hinshaw of Colorado Springs, assumes the southern vice-presidency, and Kay Bool of Boulder becomes treasurer.

Denver

Western Slope Secretaries

Colorado being split down the middle, so to speak, by the Continental Divide, the secretaries on the western side of the mountains often find it difficult to attend meetings in the eastern part of the state. So something new was tried in 1954. Western Slope secretaries held a fall meeting of their own at the same time as the Denver meeting mentioned above. About 30 people attended the one-day meeting and luncheon. They found it so stimulating that plans are being considered for two meetings a year, with the Western Vice-President in charge. An all-state workshop, under the supervision of Western State College and the Colorado Association of

Educational Secretaries, is also tentatively planned for 1955.

Denver Public Schools Clerks and Secretaries

The annual one-day workshop in October was successful, and was climaxed by the fall dinner at Boggio's Cherrylyn Inn. This well-planned and well-attended workshop is always given at the time of the CEA meeting in October. Secretaries from all over Colorado are invited to attend.

NEW MEXICO

New Mexico secretaries are working on their cousin to Nancy National. What possibilities they have! Wouldn't you like to help choose the doll and the name? A Katchina doll, a Fiesta doll, or a Navajo or Taos doll. We can hardly wait to see what they choose, and to know the romantic and fascinating name it will carry.

New Mexico's fall meeting was in Albuquerque, with Rachel Maynard, second vice-president of NAES, as featured speaker. Twenty-two secretaries from all over the state attended. Sparsely populated as New Mexico is, the NMAES may be proud of its membership. Secretaries belong from all corners of the state. And they are enthusiastic, too, as is shown by their desire to have a two-day meeting in 1955.

Work is being started on by-laws for their organization. The news bulletin, *The New Mexico Secretary*, is published four times a year by Anna Schiemenz, President.

CALIFORNIA

Belated news from the summer conference in Berkeley brought information from the California Association of Educational Office Employees that ninety-five secretaries attended. Mr. Owen J. Cook of the Mt. Diablo (aren't the names fascinating?) Unified School

District was the session speaker. He pointed out that much of the time-consuming paper work in school offices can be eliminated with no loss of necessary information by the simplification of paper work. (Shades of Martha Luck dumping unnecessary papers into the waste basket and burning them quickly before she loses her nerve! There should be more like her.)

THE HANDBOOK FOR EDUCATIONAL OFFICE EMPLOYEES is also closer to being a reality. The outstanding result of the conference is that Chapter III on School Finance is to be printed and distributed this year as the first step.

Los Angeles City Schools

This always-busy group is trying a new innovation in meetings. There will be five meetings of the entire group during the year (probably dinners, luncheons, or breakfasts. Like the rest of us, they have discovered that if you feed people, they will come). These will be every other month, and on alternate months there will be executive board meetings to which everyone may come.

The Membership Dinner in October was a success. Miss Marjorie Harris arranged a program of Mexican dancing and singing. There was also singing by the entire group, and delicious food, to add to a delightful evening.

The annual Christmas party on December 14th was planned as a musical program and one-act play, following a turkey dinner with all the fixin's, held at the Administrative Cafeteria.

The Los Angeles City School Employees' Blood Bank, established in 1950, is continuing to be successful. Secretaries contribute to this, and also to the P T A Blood Bank.

The Employee Relations Council is studying the problems of the ten-month employee who works during the summer months. Points being considered are: they should have time credited toward earned vacation; they should have illness benefits and bereavement privileges; they should not have to take such cuts in salary as many do. The problems of the ten-month employee interest a great many school secretaries, as this is one of the peculiarities of the field of work.

The Valley Group

The November meeting was held at the Chicken Castle, with 72 present for dinner. (Ed. These fascinating dinner meetings as such interesting places are making me hungry.) Two interesting talks and demonstrations were given on gift wrapping.

SUGGESTIONS, PLEASE

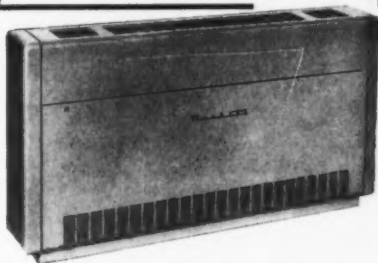
Here is an opportunity for each and every member of NAES to be heard: is there someone in your local or state group who should be a national officer? This spring the offices of First Vice-President, Third Vice-President, Recording Secretary, and two Executive Board members are to be filled.

Send names, addresses, and qualifications IMMEDIATELY to Evelyn Shipley, Chairman of the Elections Committee, 6316 Maywood Avenue, Bell, California. She and her committee will be glad to consider any and all suggestions; however, the time is short after the magazine reaches the reader and you must act quickly for this spring's candidates.

NAES Constitution

Suggestions for revision of our constitution are in order. Amendments which began as ideas in some member's thinking have been passed at the last two annual conventions. Have you been thinking of a change or an addition which might help the Association? If so, now is the time to send it in. It will be given every consideration in its process of becoming a proposed amendment. Deadline for receiving material is March 15. Send to your parliamentarian, Mrs. Fannie Billings, 2711 Fairmount, Dallas, Texas.

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HELEN BAUER, SECRETARY AND AUTHOR



For the past 17 years supervising clerk in charge of the processing and binding section, Los Angeles City Schools Library, Library and Textbook Section, Mrs. Helen Bauer

cares for her home, does research, and has written at least a half-dozen books, *California Gold Days* being the most recently published (Doubleday & Company) and the third in her second series. The first and second books in this California series are *California Mission Days* and *California Rancho Days*.

The "California School Journal," November, 1954, wrote of Mrs. Bauer's most recent publication: "Here is a fascinating story of the gold era, the story of the 49ers, the time of prairie schooners and 'California or bust!', time of rowdy gaiety, of tragedy and excitement. The story, with its sixty pictures, maps and diagrams, brings the period vividly to life. Of value to students, teachers, all Californians and visitors, is the guide of the 'Gold Trail' today, listing places, how the name was given, what happened there, and what may be seen today . . . Mrs. Bauer has also written a 'Good Times' series of books. These attractive photographic books with simple text are

Good Times at Home, Good Times at the Park, and Good Times at the Circus, and are designed to help meet the need for material on the primary level as required for the study of home, school, and community."

A teacher in her youth, her present job in the Library and Textbook Section of the Los Angeles City Schools has given Mrs. Bauer a fine opportunity to find what books are needed in various age categories. Her three books on California's romantic past are juvenile best sellers and have hit a combined total of 50,000 copies.

A graduate of the Los Angeles High School, Helen Bauer studied at USC, UCLA, and Columbia University. She does research, uses vacations and week ends to travel with her husband visiting the missions, ranchos, and other places for information, and then she writes and rewrites. She cares for her house and garden, raises orchids, makes corsages professionally, and keeps up with the ever-expanding interests of her children.

Congratulations to Mrs. Bauer for following through on an idea and showing that hard work can make a dream become a reality. Rejection slips may be forerunners of eventual best sellers, but school secretaries everywhere thrill with you at success attained through books published as well as future books that now are but dormant seeds in the recesses of your mind.

REGIONAL CONFERENCES

Hotel Statler, Hartford, Connecticut, March 4, 5, 6.

Hotel Cleveland, Cleveland, Ohio, April 1, 2, 3.

Please plan to attend one or both of the conferences. You will find them stimulating professionally, and entertaining socially. If you do not receive a

notice through the mail and you wish further information, please contact anyone of the following:

Barbara Jeffers, 9 Evergreen Avenue, Hartford; Helen Woodford, Southwest School, Hartford; Hertha Newell, Board of Education, Cleveland; Phoebe Bell, Technical-Vocational High School, Newtonville, Massachusetts.

INSTITUTES, SUMMER 1955

by

MARTHA RAHE, Chairman

University of Denver, Denver, Colorado

How is your I. R.—institute rating? Nancy offers you the opportunity to increase your rating by attendance at an Institute for Educational Secretaries this next summer:

June 20-24

University of Texas, Austin, Texas

July 5-8

Northwestern University, Chicago, Illinois

August 1-5

New York State College for Teachers, Albany, New York

A *working* conference is being planned in Texas. Participants will meet and live in an air-conditioned hotel in Austin during the week they spend together. A different subject will be presented each day during a general session, followed by small group conferences. Thus there will be the opportunity for ample discussion of problems and solutions with assistance from able consultants. Additional general sessions for summarization of "buzz session" thinking will enable the entire group to benefit from individual experiences and conclusions.

The institute at New York State College for Teachers is planned to help the educational secretary develop not only the technical skills important in her job but give her a better understanding of the educational processes and help her to deal expertly with the public and teaching personnel. Leaders in education will speak at daily general sessions and a competent faculty will present such class subjects as Work Organization, Office Manual Preparation, Letter Writing, Foreign Affairs, Personal Finance, Public Relations, along with a

machines workshop and electric typewriter workshop. A fine social program is planned for the secretaries while on the Albany campus and five rewarding days are promised by the college and co-sponsoring organizations.

The institute on the Chicago campus of Northwestern University will follow the annual convention of the National Association of Educational Secretaries. Daily general session speakers will acknowledge Nancy's growing up—she will be twenty-one—and accepting her responsibilities in her educational work, her professional contacts, and her national and international responsibilities as a citizen. Classes are scheduled over four periods of the day, in some instances covering two periods, and will be taught by well-known educators and experienced secretaries from the National Association of Educational Secretaries. A wide variety of subjects is scheduled including Discussion Methods, Developmental Reading, Group Leadership, Public Speaking, Hints for Fast Fingers, Report Writing, Contemporary Music, Handbook Preparation and Midwest History. An interesting social program has been arranged for those attending the convention and institute.

Announcements of these important programs will be distributed by the various colleges in February. Further information may be obtained by writing the collegiate institutions or the chairman of the Institute Planning Committee.

Are you going to raise your "I. R." this year and become more valuable to your school and yourself? We'll see you—in Austin, Chicago and Albany.

MEMBERSHIP CONTEST

WINNER ANNOUNCED: CONTEST TO CONTINUE

It has been a close race between Texas and Washington with Arkansas, Ohio, Oregon, and Pennsylvania running interesting scores in new memberships. We are happy to announce that the contest will continue and thus another one of you may have tuition and room paid for at one of the Summer Institutes!

The contest will close for the *second* winner of April 10. All new memberships received from January 1 to April 10 will count on the second scholarship, so you see we are giving you extra time even before you get the notice. This time the number of new memberships is not specified—simply the one who sends

in the *greatest number*—could be 3 or 5, 10 or 25, or even 2 if the other 1800 members sent in but one new member each! Now double your efforts and see what happens.

The first winner is Washington and we look forward to having Ruth English from Seattle as guest for tuition and room. She may feed herself and get herself there, but she is Scholarship Winner Number 1 in the Membership Contest.

Now who will be next?

Sara Milner
Membership Chairman

Correction, Please

In the list of life memberships printed in the last issue of the magazine, under the long list of Pennsylvania members appears the name of Mary K. Michel which should read *Mary K. Nickel* of the same address. Somewhere along the line of people who handle the making up of such a list, the name was incorrectly spelled and the editors are sorry. We appreciate having our attention called to the matter and hasten to correct the list.

All Educational Secretaries
1955 Convention
Northwestern University,
Chicago Campus,
July 3 - 4

Institute, same place, July 5 - 8
You will receive special information by mail. Make reservations early as the NEA meets in Chicago at the same time.

Dear Secretary:

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Materials.

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serve your schools and
know that to be certain that
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